

1. A method for generating a targeted list of prospective customers for a first list purchaser comprising:

identifying, from a database of prospect lists, one or more successful lists of prospective customers generated for the list purchaser;

5 identifying, from the database of prospect lists, at least one other list purchaser who has used at least a subset of the one or more successful lists identified for the first list purchaser;

identifying, from the database of prospect lists, successful lists of prospective customers generated for each of the other list purchasers; and

10 providing access to a targeted list of prospective customers, including at least a subset of the successful lists of prospective customers identified for the first list purchaser and for the other list purchasers, to the first list purchaser.

2. The method of claim 1, further comprising

15 ranking the prospect lists identified from the database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

3. The method of claim 1, further comprising

20 removing duplicate prospective customers from the targeted list of prospective customers.

4. The method of claim 1, wherein the database of prospective customers is a computer database available over a computer network via client computers to a plurality of list purchasers.

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5. The method of claim 1, wherein the step of providing access to the first list purchaser includes

distributing the targeted list of prospective customers to the first list purchaser.

6. The method of claim 1, wherein the step of providing access to the first list purchaser includes distributing the targeted list of prospective customers to a third party other than the list purchaser.

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7. The method of claim 6, wherein the third party contacts prospective customers on behalf of the first list purchaser.

8. The method of claim 6, wherein the third party stores the targeted list of prospective customers on a storage medium and delivers the storage medium to the list purchaser.

9. A computer-readable storage medium encoded with processing instructions for directing a computer to:

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identify, from a database of prospect lists, one or more previously successful lists of prospective customers generated for the list purchaser;

identify, from the database of prospect lists, at least one other list purchaser who has used at least a subset of the one or more previously successful lists identified for the first list purchaser;

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identify, from the database of prospect lists, previously successful lists of prospective customers generated for each of the other list purchasers; and

provide access to a targeted list of prospective customers, including at least a subset of the successful lists of prospective customers identified for the first list purchaser and the other list purchasers, to the first list purchaser.

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10. The computer-readable storage medium of claim 9, further comprising processing instructions for directing the computer to

rank the prospect lists identified from the database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

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11. The computer-readable storage medium of claim 9, further comprising processing instructions for directing the computer to

remove duplicate prospective customers from the targeted list of prospective customers.

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12. The computer-readable storage medium of claim 9, wherein the database is a computer database of prospective customers available over a computer network via client computers to a plurality of list purchasers.

10 13. The computer-readable storage medium of claim 12, wherein the database of prospective customers is coupled to the computer over a computer network.

14. A system for implementing a computerized prospect list service, the system comprising:

15 a server computer hosting a prospect list service accessible via client computers to a plurality of list purchasers;

a database of prospect lists;

the prospect list service including a user interface comprising controls whereby a list purchaser can access information concerning prospect lists stored in the database, the

20 prospect list service being available via a computer network to assist a first list purchaser in generating and accessing a list of prospective customers based on previously successful lists of prospective customers generated for the first list purchaser.

15. The system of claim 14, wherein the prospect list service is available via the computer network to assist a list purchaser in generating and accessing a list of prospective customers based on at least one previously successful list of prospective customers generated for a second list purchaser other than the first list purchaser.

16. The system of claim 15, wherein prospect list service identifies the second list purchaser based on the second list purchaser's use of a previously successful list of the first list purchaser.
- 5 17. The system of claim 15, wherein the prospect list service identifies the second list purchaser based on predetermined criteria relating the second list purchaser to the first list purchaser.
- 10 18. The system of claim 17, wherein the predetermined criteria concerns a business of the first list purchaser and the second list purchaser.
- 15 19. The system of claim 15, wherein the prospect list service is available via the computer network to assist a list purchaser in generating and accessing a list of prospective customers based on at least one list of prospective customer generated for a second list purchaser that includes one or more prospective customers included in a previously successful list of prospective customers generated for the first list purchaser.
- 20 20. A method for generating a targeted list of prospective customers for a first list purchaser comprising:
  - 20 identifying, from a computer database containing information concerning prospect lists available over a computer network via client computers to a plurality of list purchasers, a second list purchaser that is related to the first list purchaser based on predetermined criteria,
  - 25 identifying, from the computer database, a successful prospect list identified for the second list purchaser,
  - providing access to a targeted list of prospective customers, including one or more prospective customers from the prospect list identified for the second list purchaser, to the first list purchaser.
- 30 21. The method of claim 20, further comprising

identifying, from the computer database, a plurality of third-party list purchasers related to the first list purchaser based on predetermined criteria, and

identifying, from the computer database, a plurality of successful prospect lists identified for one or more of the third-party list purchasers.

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22. The method of claim 21, further comprising ranking the successful prospect lists identified from the computer database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

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23. The method of claim 20, further comprising removing duplicate prospective customers from the targeted list of prospective customers.

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24. The method of claim 20, wherein the step of providing access to the first list purchaser includes distributing the targeted list of prospective customers to the first list purchaser.

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25. The method of claim 20, wherein the step of providing access to the first list purchaser includes distributing the targeted list of prospective customers to a third party other than the first list purchaser.

26. The method of claim 25, wherein the third party contacts prospective customers on behalf of the first list purchaser.

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27. The method of claim 25, wherein the third party stores the targeted list of prospective customers on a storage medium and delivers the storage medium to the first list purchaser.

28. The method of claim 20, wherein the predetermined criteria for identifying the second list purchaser concerns a similar characteristic of the first list purchaser and the second list purchaser.

5 29. A computer-readable storage medium encoded with processing instructions for directing a computer to:

identify, from a computer database containing information concerning prospect lists available over a computer network via client computers to a plurality of list purchasers, a second list purchaser that is related to the first list purchaser based on 10 predetermined criteria,

identify, from the computer database, a successful prospect list identified for the second list purchaser, and

provide access to a targeted list of prospective customers, including one or more prospective customers from the prospect list identified for the second list purchaser, to 15 the first list purchaser.

30. The computer-readable storage medium of claim 29, further comprising processing instructions for directing the computer to

identify, from the computer database, a plurality of third-party list purchasers 20 related to the first list purchaser based on predetermined criteria, and

identify, from the computer database, a plurality of successful prospect lists identified for one or more of the third-party list purchasers.

31. The computer-readable storage medium of claim 30, further comprising 25 processing instructions for directing the computer to

rank the successful prospect lists identified from the computer database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

32. The computer-readable storage medium of claim 31, further comprising 30 processing instructions for directing the computer to

remove duplicate prospective customers from the targeted list of prospective customers.

33. A method for generating a targeted list of prospective customers for a first list  
5 purchaser comprising:

identifying, from a computer database of prospect lists, a successful list of prospective customers for the first list purchaser;

10 identifying, from the computer database, a set of additional prospect lists that include prospective customers from the successful list of prospective customers for the first list purchaser; and

providing access to a targeted list of prospective customers, including one or more prospective customers from the set of additional prospect list, to the first list purchaser.

34. The method of claim 33, wherein prospective customers stored in the computer  
15 database are each assigned a unique known party ID and wherein the step of identifying a set of additional prospect lists includes

identifying prospective customers stored in the database having the known party ID assigned to prospective customers from the successful list of the first list purchaser.

20 35. The method of claim 33, wherein the step of identifying a set of additional prospect lists includes

identifying prospective customers stored in the database having attributes similar to attributes of the prospective customers from the successful list of the first list purchaser.

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36. The method of claim 33, further comprising

ranking the successful prospect lists identified from the computer database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

30 37. The method of claim 33, further comprising

removing duplicate prospective customers from the targeted list of prospective customers.

38. The method of claim 33, wherein the step of providing access to the first list  
5 purchaser includes

distributing the targeted list of prospective customers to the first list purchaser.

39. The method of claim 33, wherein the step of providing access to the first list  
purchaser includes

10 distributing the targeted list of prospective customers to a third party other than  
the first list purchaser.

40. The method of claim 39, wherein the third party contacts prospective customers  
on behalf of the first list purchaser.

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41. The method of claim 39, wherein the third party stores the targeted list of  
prospective customers on a storage medium and delivers the storage medium to the first  
list purchaser.

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42. The method of claim 33, further comprising soliciting feedback from the first list  
purchaser to evaluate success of a prospect list provided to the first list purchaser.

43. The method of claim 42, further comprising storing the feedback from the first list  
purchaser in the computer database.

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44. The method of claim 42, wherein the step of identifying a successful list of  
prospective customers for the first list purchaser is based on the feedback from the first  
list purchaser stored in the computer database.

45. A computer-readable storage medium encoded with processing instructions for directing a computer to:

identify, from a computer database of prospect lists, a successful list of prospective customers for the first list purchaser;

5 identify, from the computer database, a set of additional prospect lists that include prospective customers from the successful list of prospective customers for the first list purchaser; and

provide access to a targeted list of prospective customers, including one or more prospective customers from the set of additional prospect list, to the first list purchaser.

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46. The computer-readable storage medium of claim 45, wherein prospective customers stored in the computer database are each assigned a unique known party ID and further comprising processing instructions for directing the computer to

15 identify prospective customers stored in the database having the known party ID assigned to prospective customers from the successful list of the first list purchaser.

47. The computer-readable storage medium of claim 45, wherein identifying a set of additional prospect lists includes

20 identifying prospective customers stored in the database having attributes similar to attributes of the prospective customers from the successful list of the first list purchaser.

48. The computer-readable storage medium of claim 45, further comprising processing instructions for directing the computer to

25 rank the successful prospect lists identified from the computer database based on predetermined factors to identify prospect lists most relevant to the first list purchaser.

49. The computer-readable storage medium of claim 45, further comprising processing instructions for directing the computer to

removing duplicate prospective customers from the targeted list of prospective customers.

50. The computer-readable storage medium of claim 45, further comprising  
5 processing instructions for directing the computer to  
solicit feedback from the first list purchaser to evaluate success of a prospect list  
provided to the first list purchaser.

51. The computer-readable storage medium of claim 50, further comprising  
10 processing instructions for directing the computer to  
store the feedback from the first list purchaser in the computer database.

52. The computer-readable storage medium of claim 51, wherein identifying a  
successful list of prospective customers for the first list purchaser is based on the  
15 feedback from the first list purchaser stored in the computer database.

53. A computer system for generating a targeted list of prospective customers for a  
first list purchaser comprising:  
means for storing a database of prospect lists;  
20 a network interface for connecting the computer system to a computer network,  
the computer system being accessible over the computer network via client computers to  
a plurality of list purchasers,  
means for providing a user interface comprising controls whereby a list purchaser  
can access information concerning prospect lists stored in the database, and  
25 means for generating a list of prospective customers for the first list purchaser  
based on previously successful lists of prospective customers generated for the first list  
purchaser.

54. The computer system of claim 53, further comprising

means for generating a list of prospective customers for the first list purchaser based on at least one previously successful list of prospective customers generated for a second list purchaser other than the first list purchaser.

5 55. The computer system of claim 54, wherein second list purchaser is identified based on the second list purchaser's use of a previously successful list of the first list purchaser.

10 56. The computer system of claim 54, wherein the second list purchaser is identified based on predetermined criteria relating the second list purchaser to the first list purchaser.

57. The computer system of claim 56, wherein the predetermined criteria concerns a business of the first list purchaser and the second list purchaser.

15 58. The computer system of claim 53, further comprising means for generating a list of prospective customers for the first list purchaser based on at least one list of prospective customer generated for a second list purchaser that includes one or more prospective customers included in a previously successful list of prospective customers  
20 generated for the first list purchaser.